

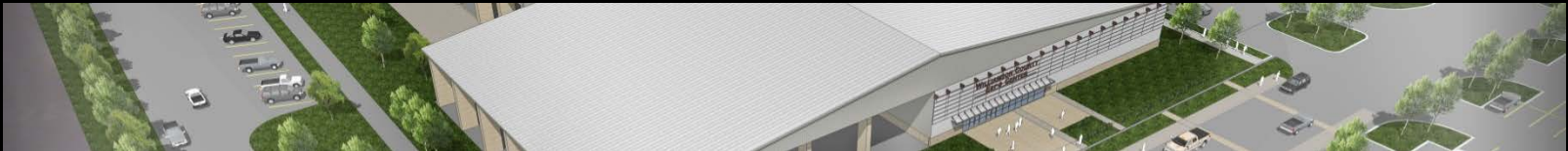
Presentation to the  
**Williamson County Commissioners Court**

Of the Proposed:

# **Williamson County Expo Center**

## **Master Plan**

Taylor, Texas



Prepared By: **Populous**

Architects

**Baker-Aicklen & Associates**

Civil Engineers / Landscapes Architects

**RBDR**

Architects

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June 24, 2014

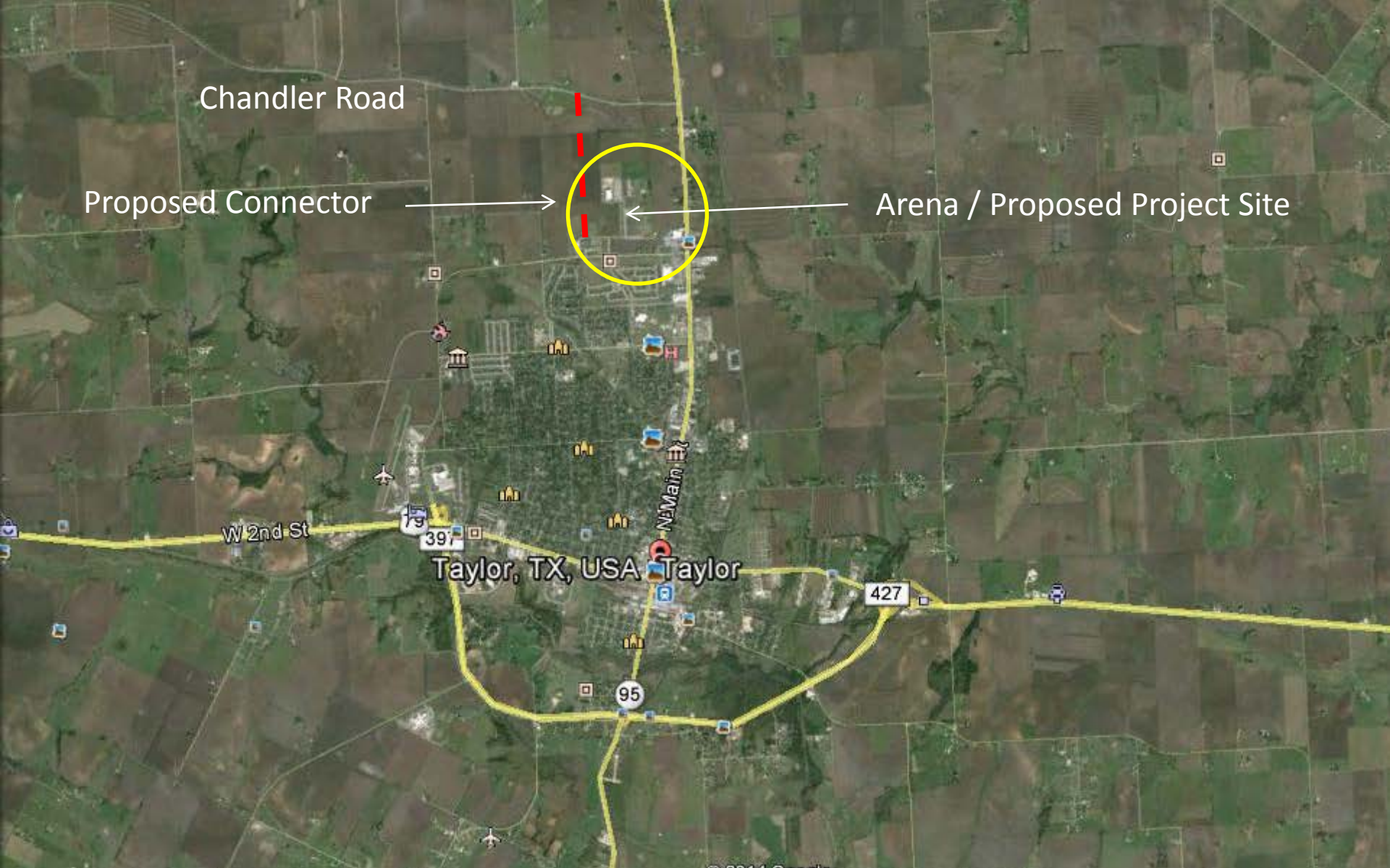
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The overall objective of the study:

Develop a master plan for the existing Williamson County Expo Center with the intent (if needed) of it becoming:

Multipurpose and capable of accommodating all activities and events currently held at the Show Barn  
And  
a variety of equestrian, general assembly, exhibition, entertainment and other events as appropriate for the location and facility type.

## Master Plan Objective



Chandler Road

Proposed Connector

Arena / Proposed Project Site

W 2nd St

Taylor, TX, USA

95

427

Vicinity

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# Existing Arena

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# Existing Arena

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Judge Gattis  
Commissioner Morris  
Commissioner Birkman  
Commissioner Covey  
Commissioner Long  
City Representatives  
Mike Hemker-City of Hutto  
Rick Atkins-City of Round Rock  
Kimberly Garrett-City of Georgetown  
Lisa Dworaczyk – Attorney  
Tim Sims- Williamson County Livestock  
Assoc. Charles Schroeder-WCLA  
Jay Hardin-WCLA  
Jeff Andresen- YMCA  
Rick Urbavek- Taylor Rodeo Association  
John Riharuska-TRA  
Ron Randy-TRA

Darren Streit - TRA  
John Carter – TRA  
Jeff Ripley- 4H  
Howdy Tucker- 4H  
Courtney Adairs– 4H  
Darrel Warren – 4H  
Tom Clapper – 4H  
Sundra Lemanski – 4h Hoofpicks  
Juliette Snyder – 4H Dog Club  
Dustin Coyfal – County Agent  
Jeffery Heffernan – Extension  
Kip Curry – Extension  
Mickie Ross- Williamson Museum  
Jasmin Arpin – Sheriff's Posse  
Michael Rothhammer - WCSP  
Johnny Hoyle – Stock Contractor  
Bob Whitney- Consultant

## 35 Individuals Interviewed

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County Commissioners

City of Georgetown

City of Round Rock

City of Hutto

City of Taylor

AgriLife / 4H

Williamson County Livestock Asso.

Williamson County Sheriff's Posse

Taylor Rodeo Association

Williamson County Museum

Public Meeting



# Groups Interviewed

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The renovated facility should be multipurpose and “agric-equestrian” oriented. Suggested components include:

## Arena

Seating capacity for **2,500 to 3,000 minimum**; suitable for rodeo and equestrian, motor sports, non-competitive concerts, family entertainment and general assembly such as high school graduation with additional temporary floor seating

**Enclosed and conditioned** with a combination of HVAC systems to minimize operating costs

**Events floor** as large as possible; **150'x300'** and 125'x250' most commonly noted (2 - 70'x200' for dressage)

## Common Comments

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**Covered warmup arena** 100'x200' preferred attached or proximal to the Events Center and an uncovered area

Minimum 10'x10' horse stalls; the suggested number ranged from 50 to 400; **100 to 150** were commonly mentioned

## **Multipurpose Building**

Exhibits: **50,000 sf with breakout rooms**

Livestock: 150 to 500 cattle ties (both inside and out)  
500 to 800 6'x6' pens (sheep/goats/swine)  
150 cages (poultry/rabbits) and 40 pens (turkey)

## **Common Comments**

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60'x100 show arena with temporary seating for 200-500  
elevated auction ring with 175 seats (could be in show arena)

## Dog Shows

40'x40'show ring

2-3 90'x90' or 110'x110' show rings

34,000 sf non show space for 500 dog crates

## Community Use

Temporary seating for 750

100-150 truck and trailer parking

50 – 150 RV spaces

# Common Comments

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The location, although readily accessible with the completion of Chandler Road, may limit the types and extent of potential uses.

Rental rates for the facility should be “reasonable” to ensure maximum utilization.

It is anticipated that this facility **will not compete** with other assembly venues because of its agric/rural life orientation, price structure and location.

## Common Comments

## Enclosed Exhibit Space

- 25,000 GSF (Gross Square Feet)
- Heated & Air Conditioned
- Restrooms & Concessions
- Show Office
- Concrete Floor
- Drop Electrical

## Open Exhibit Space

- 25,000 GSF
- Wash Racks
- Concrete/Asphalt Floor
- Large Blade Fans
- Drop Electrical
- Lighted

## New Arena

- 100,000 GSF
- 150'x300' Event Floor Size
- Open sided /  
Screened on Northside
- Restrooms & Concessions
- 3,200 Bleacher Seats (New  
& Existing) On Concrete
- Large Blade Fans
- Footing Mix

## Existing Arena

- Removal of Center Column

## Site

- Parking / Infrastructure

# Proposed Facility Program

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Livestock Shows  
Rodeos  
Consumer Shows  
Banquets  
Weddings / Family Events  
Farmer's Market  
Motorsports / BMX  
Concerts  
Family Shows  
Family Reunions  
Religious Events  
School Graduations  
Business and Civic Meetings

Emergency Shelters / Compounds  
Youth Sports  
Fairs  
Festivals  
Special Ceremonies  
Demonstrations  
Horse and Livestock Clinics  
Equipment Shows and Sales  
Auctions  
Corporate Activities  
Horse and Livestock Sales  
Equestrian Events  
General Assemblies

## Suggested and Potential Uses

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**Existing Conditions**

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Future Barns →

New Arena →

Existing Arena →

Covered  
Exhibit Space →

← Contestant Parking / Service

← Enclosed Exhibit Building

← Parking

← Regional Park

New Road →

← Middle School

# Site Plan

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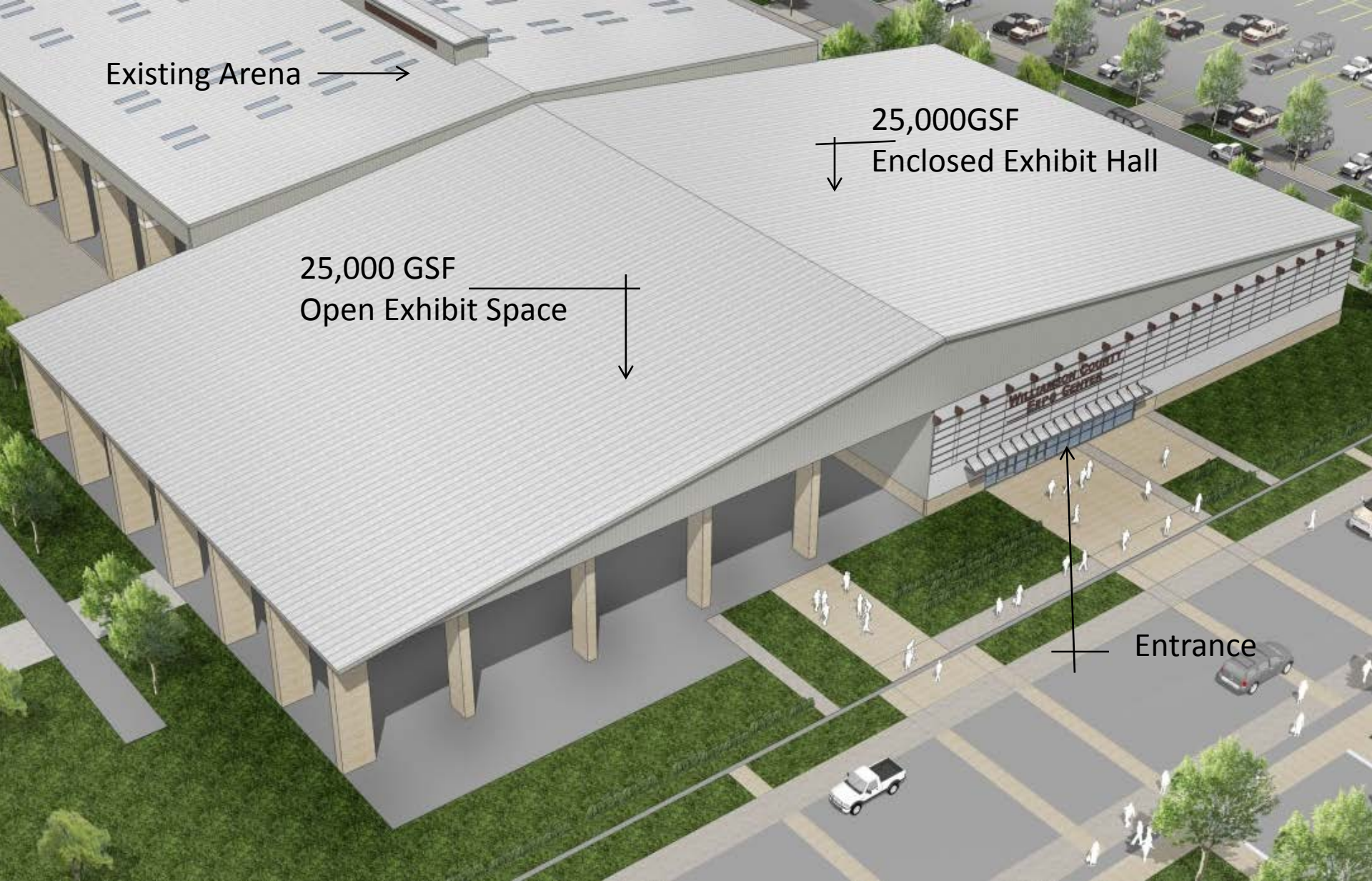




**Aerial View Looking North East**

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# Close Up Of Exhibition Components

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**Aerial View Looking South West**

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# Close Up Of Arena Entrance

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**Aerial View Looking South East**

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# Close Up Of The Arena

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Thank You

Questions / Comments ?